

Tuesday, January 29

10:00 AM — 10:45 AM

TEST AND CONTROL: Why It's the Most Profitable Analytical Technique in Gaming

Presenter: **Lynette O'Connell**, Raving VP of Operations, lynette@betragingknows.com

Worksheet:

A. What challenges or blockers have you faced when it comes to running Test and Control at your property?

1. _____

2. _____

3. _____

B. How should you get started?

1. Segmentation:
 - i. Characteristics: _____
 - ii. Statistic Validity: _____
 - iii. Goals: _____
2. Identify Opportunities:

C. IDEAS!!

1. _____

2. _____

3. _____
